

retail advertising



WEEKLY PRIME POSITIONS

		includes 5,000 digital impressions	includes 7,500 digital impressions	includes 12,000 digital impressions
<u>flat rates</u>	<u>OPEN</u>	<u>13x</u>	<u>26x</u>	<u>52x</u>
Business Page Strip 6x1.5 Tues-Sat B&W	\$200.00	\$150.00	\$100.00	\$50.00
Tuesday Food Page Strip 6x1.5 B&W	\$200.00	\$150.00	\$100.00	\$50.00
Wednesday Health Page Strip 6x1.5 B&W	\$200.00	\$150.00	\$100.00	\$50.00
Friday History Page Strip 6x1.5 B&W	\$200.00	\$150.00	\$100.00	\$50.00
Friday Where's Herald? 6x1.5 B&W	\$200.00	\$150.00	\$100.00	\$50.00
Lifestyles Page 6x2 Full color	\$200.00	\$150.00	\$100.00	\$50.00
<u>Daily Classified</u>				
Sudoku Sponsorship 2x2 B&W	\$75.00	\$55.00	\$45.00	\$25.00
Classified Banner Strip 2x2 B&W	\$75.00	\$55.00	\$45.00	\$25.00
<u>River View Marketplace - Wednesdays</u>				
Front Page 5x6.5 Full Color	\$300.00	\$250.00	\$200.00	\$150.00
Back Page Full 5x10 Full Color	\$400.00	\$300.00	\$250.00	\$175.00

digital impressions per month, 25% pick-up discount on 2nd insertion within 7 days except Weekend, 50% pick-up discount on 3-7 insertion within 7 days except Weekend, 50% pick-up discount on Monday or Tuesday within 7 days, Pick-up ads do not include additional impressions, Additional impressions can be added at \$12/M

COLOR

	DAILY	WEEKEND
Process Color	\$5.80 pci	\$6.40 pci